

5 FEB 1976

Jerry,

A few notes from the last half of the 5 February 1976  
DD/A Planning Team meeting which was held in the DD/A conference  
room:

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1. [ ] was the guest during this portion of the meeting and had apparently been invited by [ ] to share her ideas as to how to make the proposed magazine, "Exchange," a roaring success right off the bat. Pat works for Angus Thuermer who is Assistant to the Director and, as I understand it, has done a considerable amount of speech writing for Mr. Colby. She was also in on the creation of the National Intelligence Daily (NID). Needless to say, she is a mighty sharp gal and most interesting to listen to. Some of her ideas and comments were as follows:

- a. Feedback - She stressed the importance of feedback and urged that the team find a way to obtain it (e.g. letters to the editor). She said that "reader reaction" is very important, particularly during the early life of a new publication. Suggested that, in the first issue, editor should specifically ask readers for comments. In recalling the early period of the NID, she said that she obtained little, if any, feedback-- nothing ever substantive--usually only a complaint once in a while. Therefore, she further suggested that the editor might repeat the request for reader comments in the first several issues.

b. Format - Pat said that it would be good to categorize the magazine in sections, but cautioned against locking yourself into a set format which would have to be followed in each and every publication.

c. Style - She suggested that the length of articles be varied as much as possible in each issue but, in general, articles should be fairly short. Whatever the length, though, make them lively. Use variety--update pieces, thoughtful pieces, but if it is a "think" piece and fairly long, label it as such and place it near the back of the magazine. Use pictures whenever possible. Write a humorous article once in a while. Argumentative and provocative subjects are good--attract more readers. Bylines are important, especially if the writers home office does not necessarily endorse his article. Don't try to label your audience--division and staff chiefs may want to pass the magazine around for general reading at lower levels. Don't write extremely technical articles. If one has been written that you think is exceptionally worthwhile, make reference to it by author, subject, date, etc. Might have a "note section" in back of magazine for this purpose. It's good to use short sentences but don't overdo it--don't make your article sound choppy.

d. Subject Ideas - "Occasionally address issues to Headquarters Building subjects--morale items--after all,

one purpose of the publication is to improve morale."

Other ideas might be:

(1) Secrecy - Where is the boundary line?

Thoughts pro and con.

(2) Media Leaks

(3) Security

(4) Freedom of Information

(5) Ask Mr. Bush for an article. Give him the opportunity to speak to all the troops in DD/A. He may not have the time to make the rounds completely.

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2. [ ] asked that articles (in draft) be sent to her on or before 1 March. She is shooting for 1 April as first publication date. Next meeting will be on 5 March

STATINTL since all contributions should be in by that date. Per Jim [ ] however, this date is tentative and he will advise further.

[ ]  
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